

# Prof. Dr. Oliver Mauroner – Vorträge

## Vorträge auf wissenschaftlichen Konferenzen

Zakoth, D.; Mauroner, O. (2017): Open Innovation through industry specific Makerspaces – Expectations of Makers and Companies for fruitful Collaboration, presented at the 4th World Open Innovation Conference (WOIC), 14.-15.12.2017, San Francisco/Berkeley, USA.

Drescher, M.; Zorn, J.; Mauroner, O.; Pabst, R. (2017): Open Innovation Practices in Small and Medium-sized High-Tech Enterprises: The Role of Digital Media Technologies, presented at the 4th World Open Innovation Conference (WOIC), 14.-15.12.2017, San Francisco/Berkeley, USA.

Zakoth, D.; Mauroner, O.; Emes, J. (2017): Die Bedeutung von industriespezifischen Makerspaces für Innovationsprozesse in regionalen Branchenclustern, presented at the 21st Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 04.-06.10.2017, Wuppertal, Germany.

Eller, T.; Mauroner, O. (2017): Business-to-Business Sharing im industriellen Kontext, presented at the 21st Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 04.-06.10.2017, Wuppertal, Germany.

Zakoth, D.; Mauroner, O. (2017): New Ways of Open Innovation – The Industry Specific Makerspace Approach, presented at the 15th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 20.-22.09.2017, Siegen, Germany.

Drescher, M.; Zorn, J.; Mauroner, O.; Pabst, R. (2017): Open Innovation Practices in Small and Medium-sized High-Tech Enterprises: The Role of Digital Technologies, presented at the 15th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 20.-22.09.2017, Siegen, Germany.

Track Chair of the Open Innovation Track, at the 15th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 20.-22.09.2017, Siegen, Germany.

Mauroner, O.; Zorn, J. (2017): Regional Innovation Cluster Branding – A Case Study on Cluster Initiatives, Cluster Management, and Identity-Based Cluster Branding, presented at the European Academy of Management Conference (EURAM), 21-24.06.2017, Glasgow, Scotland.

Drescher, M.; Mauroner, O.; Pabst, R. (2017): Open Innovation in High-Tech SMEs – The Impact of Entrepreneurial Orientation, presented at the European Academy of Management Conference (EURAM), 21-24.06.2017, Glasgow, Scotland.

Helgert, C.; Geiss, R.; Nolte, S.; Eilenberger, F.; Zakoth, D.; Mauroner, O.; Pertsch, T. (2017): Open innovation at the Abbe School of Photonics, presented at the 14th Conference on Education and Training in Optics and Photonics: ETOP 2017, 29.-31.05. 2017, Hangzhou, China.

Berrones-Flemmig, C. N.; Mauroner, O.; Alvarez-Milan, A. (2016): Exploring patterns of financing for social enterprises - a comparison of Mexico and Germany, presented at the 20th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 06.-07.10.2016, Leipzig, Germany.

Drescher, M.; Zorn, J.; Mauroner, O. (2016): Preisbildung bei Produktinnovationen von Start-ups, presented at the 20th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 06.-07.10.2016, Leipzig, Germany.

Mauroner, O. (2016) Session Chair "Sharing Economy" at the 14th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 08.-09.09.2015, Chur, Switzerland.

Mauroner, O. (2016): Design Thinking as innovation methodology. A historical-theoretical re-appraisal, in: Proceedings 11th International Forum on Knowledge Asset Dynamics (IFKAD), 15.-17.06.2016, Dresden, Germany.

Mauroner, O.; Best, S.; Le, L. (2016): Augmented Reality in Advertising and Brand Communication: An Experimental Study, 18th International Conference on Business, Marketing and Tourism (ICBMT), Melbourne, Australia.

Berrones-Flemmig, C.-N.; Mauroner, O. (2015): Understanding social entrepreneurship in developing countries – A multiple case study from Mexico, presented at the 19th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 08.-09.11.2015, Kassel, Germany.

Mauroner, O. (2015): Maker Movement, Innovation and Entrepreneurship, presented at the ininteract conference, 07.-08.05.2015, Chemnitz, Germany.

Mauroner, O. (2015): Maker Movement and Entrepreneurship – A Qualitative study on Commonalities, Intersections, and Differences, presented at the 13th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 25.-27.02.2015, Montpellier, France.

Mauroner, O.; Berrones-Flemmig, C.-N. (2014): Social entrepreneurship: Exploring the antecedents, motivation, and characteristics in developing countries – the example of Mexico, presented at the 18th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 13.-14.11.2014, Oldenburg, Germany.

Falke, C., Mauroner, O. (2014): Storytelling als Marketinginstrument von Start-ups – Vom „Es war einmal...“ zum „Es wird einmal...“, presented at the 18th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 13.-14.11.2014, Oldenburg, Germany.

Mauroner, O. (2014): Maker movement, hacker culture and entrepreneurship – A qualitative study on intersections, commonalities, and differences, presented at the 18th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 13.-14.11.2014, Oldenburg, Germany.

Mauroner, O.; Breitenborn, H. (2014): The Impact of Social Media Activities on Divergent Thinking and Creativity – A study of Knowledge Workers in Germany, presented at the 9th International Forum on Knowledge Asset Dynamics (IFKAD), 11.-13.06.2014, Matera, Italy.

Breitenborn, H.; Mauroner, O. (2014): Coupled Open Innovation Processes and Collective Idea Creation in Multidisciplinary and Multisectoral Cooperations, presented at the 9th International Forum on Knowledge Asset Dynamics (IFKAD), 11.-13.06.2014, Matera, Italy.

Helm, R.; Pöhlmann, K.; Mauroner, O. (2014): Similarities and Differences of Research-based and Corporate Spin-offs: Theoretical Thoughts, Research Design and Expected Implications, presented at the 12th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 12.-14.02.2014, Chur, Switzerland.

Helm, R.; Mauroner, O.; Pöhlmann, K. (2012): Research Based Spin-Offs: Understanding the Specifics of Best Performers, presented at the 10th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 15.-17.02.2012, Regensburg, Germany.

Mauroner, O.; Helm, R.; Dowling, M. (2011): Entrepreneurial spin-offs from R&D-institutes – Empirical study on success factors, presented at the 1st Conference on Entrepreneurship and new venture creation, International Consortium for Entrepreneurship Research (ICER), 8.-10.12.2011, Bangalore, India.

Mauroner, O.; Helm, R. (2011): Personality Structure of Information Multipliers in Online and Offline Contexts: Increase due to Online Communication?, presented at the Scientific Workshop on E-Commerce in China (Chinesisch-Deutsches Hochschulkolleg), 13.-15.03.2011, Shanghai, China.

Mauroner, O.; Helm, R. (2011): Keep close ties or cut the painter? The role of cooperation strategies between spin-offs and their parents, presented at the 9th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 16.-18.02.2011, Munich, Germany.

Mauroner, O. (2010): Regional innovation clusters by Fraunhofer – The case of the Jena Optics Region in Germany, presented at the 3rd Knowledge Cities Summit, 16.-19.11.2010, Melbourne, Australia.

Helm, R.; Mauroner, O. (2010): Soft starters, research boutiques and product-oriented firms: different business models for spin-off companies, presented at the 8th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 10.03.2010, Regensburg, Germany.

Helm, R.; Mauroner, O.; Dowling, M.; Meng, F. (2009): Economic Development of Cities through Spin-offs from Research Institutions: Entrepreneurial Orientation and Spin-off Venture Performance, presented at the 2nd Knowledge Cities Summit, 5.-06.11.2009, Shenzhen, China.

Helm, R.; Mauroner, O.; Dowling, M. (2009): Innovativeness as mediator between entrepreneurial motivation and venture performance, presented at the 7th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 05.03.2009, Lisbon, Portugal.

Helm, R.; Mauroner, O. (2008): Innovation and market characteristics and success of new research-based Spin-offs, presented at the 6th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 06.03.2008, Regensburg, Germany.

Helm, R.; Mauroner, O. (2007): Innovation and market characteristics and success of new research-based Spin-offs, presented at the 5th Interdisciplinary European Conference on Entrepreneurship Research (IECER), 28.02.2007, Montpellier, France.

Mauroner, O.; Scharf, F. (2005): Spin-offs aus der öffentlichen Forschung: eine empirische Analyse möglicher Konflikte zwischen Inkubator und Spin-off, presented at the 9th Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs (G-Forum), 09.-11.11.2005, Jena, Germany.

## Sonstige Vorträge

Mauroner, O.; Händschke, S. (2017): Kooperation in der PBS-Branche, Dinner Speech and Moderation of Panel Discussion at the PBS-Herbstkonferenz, 14.-15.11.2017, Dresden, Germany.

Mauroner, O. (2017): Design Thinking, Hackathon/Workshop at the Friedrich-Schiller-University Jena, 04.11.2017, Jena, Germany.

Mauroner, O. (2017): Austausch Photonik Inkubator, im Ministerium für Wirtschaft, Verkehr, Landwirtschaft und Weinbau, 08.05.2017, Mainz, Germany.

Mauroner, O. (2017): Design Thinking, Workshop at the Industrie- und Handelskammer (IHK) Rheinhesen, 09.03.2017, Mainz, Germany.

Mauroner, O. (2013): Interdisciplinary Working Groups/Start-up Teams. Creative Capital Conference Barcamp, 07.-08.09.2013, Brandenburg.